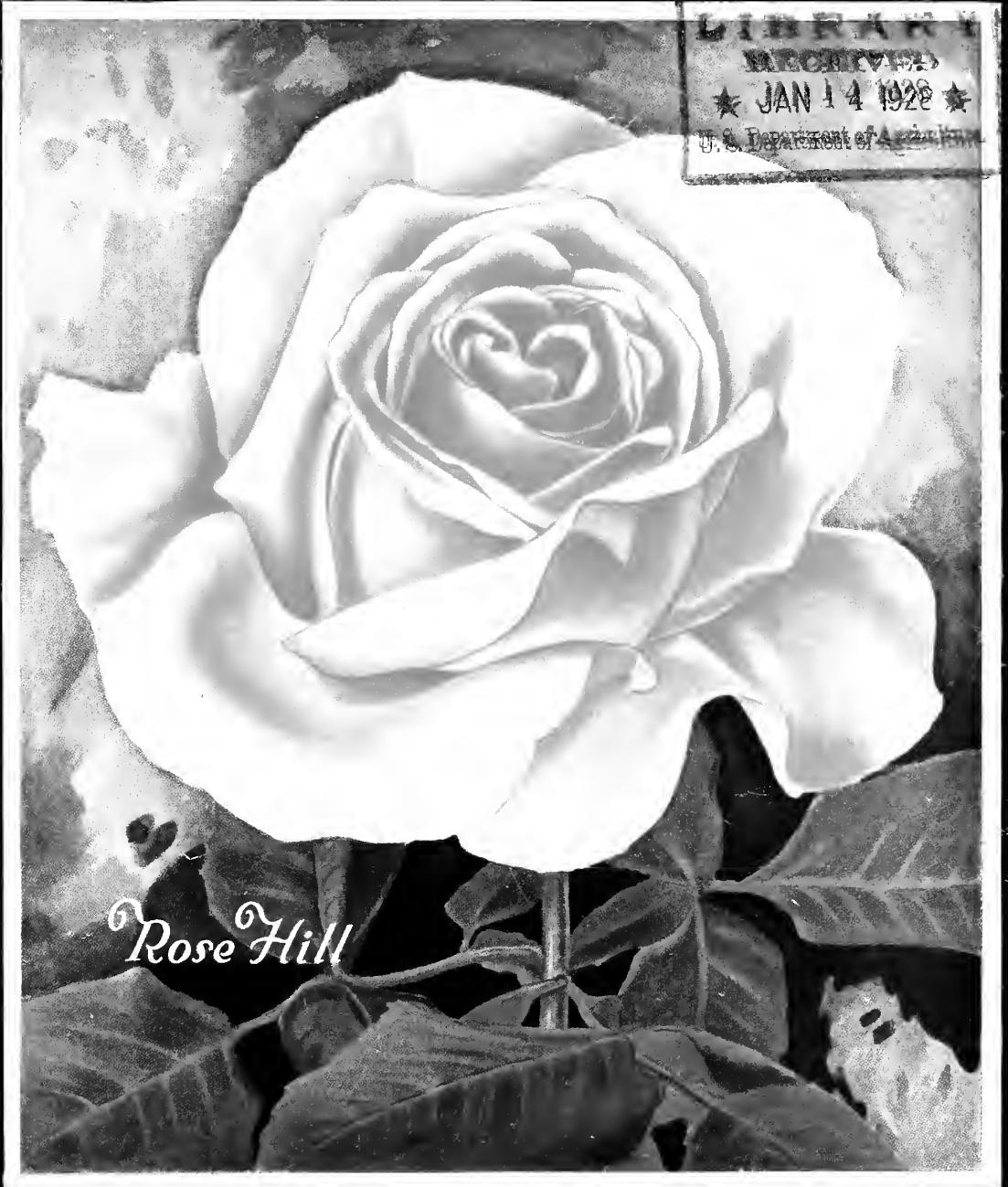


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**Do not assume content reflects current scientific knowledge, policies, or practices.**





# HILL FLORAL PRODUCTS CO. RICHMOND, INDIANA.

*Distributors for* THE E.G. HILL CO. JOS.H.HILL CO.  
FRED H.LEMON CO.

1928



# E. G. HILL

*Recently celebrated his eightieth birthday; he has deeply appreciated the many kindly congratulations and words of greeting from his friends in the trade.*

FOR some reason the members of the Florists Trade have always been bound more closely together than those of any other calling, probably because they all began in a small way, and grew up together, sharing information, and always willing to lend a helping hand to any struggling brother; there have been no trade secrets, and always an open door to the greenhouse.

When E. G. Hill and his father went into business together in 1881, they began with a few 100 ft. houses, heated with brick flues; the water supply was the rain from the roofs, caught in cisterns, and the

“force” was supplied by two men at the hand pumps! It was wonderful progress when an Ericsson engine was installed to do the pumping.

Compare with the modern greenhouses and the amount of capital invested in 1928!

The rise of the firm was gradual, but uninterrupted, until the advent of the free-blooming forcing roses produced by E. G. Hill's undaunted persistence, — first, *Richmond*, so warmly received; then, in 1918, *Columbia*, fol-

lowed by *Premier*, and, soon after, *Mme. Butterfly*, — and the end is not yet, as the present catalogue proves.

*Each member of the HILL FLORAL PRODUCTS CO. returns heartfelt thanks to The Trade for their kindly expressions of appreciation to the beloved Founder of the business, and for the many tokens of Good Will shown to the Firm.*



E. G. HILL



EARL H. MANN

JOSEPH H. HILL

FRED H. LEMON

# HILL FLORAL PRODUCTS CO.

THE SALES ASSOCIATION

for

THE E. G. HILL CO.

THE JOS. H. HILL CO.

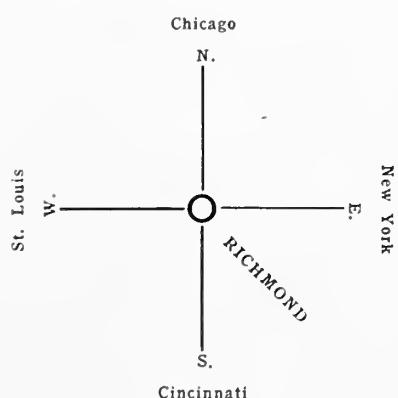
FRED H. LEMON CO.

## Again

This past year, we have been delighted to receive many hundreds of our friends in the trade who have come to see the houses and to inspect the stock grown—Roses, Carnations, and 'Mums which are our *specialties*.

## Richmond at the Cross-Roads

Easy to reach by train. Fine concrete highways in all directions. And notably, "The Old Trails," National Road, from Cumberland, Maryland, to the Mississippi River, IS OUR MAIN STREET!



Visitors Always Welcome

# THE ROSE

## *Still Tops the List!*

The VARIETIES FOLLOWING we offer, with assurance, to THE CUT FLOWER GROWERS of the TRADE,  
FIRST, because of their BEAUTY and the APPEAL that they make.  
SECOND, with BEAUTY, they combine sturdy STAYING QUALITIES.  
THIRD, and absolutely *most important*—their square-foot PRODUCTION under ordinary good culture, makes them PROFITABLE.

---

Last January, we asked every reader of our catalog THREE QUESTIONS; did YOU take the trouble to answer them—(*to yourself*)

1. What *profit* per square foot on June 30, 1927?
2. Were you pleased with it?
3. Can you better it?

???

The ANSWER is the difference between your GAIN and LOSS. And don't forget that a Rose-buyer is "tickled to pieces" (as we say in Indiana) with a good NOVELTY! The Ladies all like "something different" and it must be better.

### As to *Quality of Stock Produced*

We guarantee HIGH GRADE; to do this

We have secured the *Best Manetti* procurable.

Our *grafters* are *experts*.

Only plump, juicy scions from blooming wood are used, and

The *young stock* is brought on in *Houses* especially designed for *Rose Production*.

Such plants will produce free growth, which will mean profitable and early returns.

FINALLY, and EXTREMELY IMPORTANT is the DATE of DELIVERY; we suggest that when you place your order, you state your approximate planting date so that we can "work to it", we don't need to explain why!

*The talent of success is doing what you can do well, and doing well whatever you do.—Longfellow.*



*House of Rose Hill*

## TWO NOVELTY ROSES for 1928

### Rose Hill (JOS. H. HILL CO.)

A SPORT of COLUMBIA!!! YES.

And it seems wonderfully appropriate — and fitting that this latest effort of the original *Columbia* should have seen the light in the "Old Home Town", and with The *Hills of Richmond*!

There may be a future sport of *Columbia* that will be *different* from any yet produced, but *Rose Hill* will never be *surpassed*!

As compared with *any* of *Columbia*'s previous sports, we make the following statement:

**PETALS** — It has much the best petalage, the guards being both long and broad, preventing crippled outer petals which always mar an opening rose when present.

**TEXTURE** — It has the firmest texture, consequently it is a perfect shipper.

COLOR—This is a pure rose pink of charming brilliance which does not lighten on the reverse.

THORNS—Like the original, it is practically thornless.

FOLIAGE—Ample and heavy.

STEMS—Very strong and smooth.

ROSE HILL will delight the commercial grower; it will "pay its board" handsomely. Will prove a jewel in the hands of the average florist; and the amateur will find it a wonderful garden variety. Has caused a sensation wherever shown.

COME AND SEE IT GROWING.

PRICE

OWN ROOT	GRAFTS
\$30.00 per 100	\$35.00 per 100
\$250.00 per 1000	\$300.00 per 1000

## Gaiety (E. G. HILL CO.)

Has no rival in the "Fancy Class," and of a beauty beyond description.

It has a slight trace of *Pernetiana* blood, which gives it substantial stems, and very ornamental foliage, heavy and glossy and bright green, freely produced. The handsomest foliage in the rose family.

The expanding bud shows a surprisingly brilliant shade of orange-vermilion as the sepals spread; as the flower develops, the petals are ruffled, each row showing a different tone from soft old-rose, pink and orchid to creamy fawn at the center.

It is a quick grower, making a handsome, shapely plant. The variety is absolutely unique, universally admired, and might have been called *Surprise*.

It was sold to ten different growers in widely separated localities last year at special introduction prices; this year it is offered to the Trade at large.

PRICE

\$35.00 per 100
\$350.00 per 1000

Budded on *Odorata*.



*Gaiety*

# TWO ROSE SPECIALTIES

## of 1927

### Wm. Kordes

FROM HOLLAND

Makes a strong bid for a high place among recent introductions; capucine red on a yellow ground; flower very large and full; heavy in growth; extremely showy; free in bloom; very popular with those who are trying it.

Grafted, \$30.00 per 100    \$300.00 per 1000

### Fontanelle

Won the gold medal at the S. A. F. O. H. convention in Detroit last March (1927). A cross between *Butterfly* and *Pernet*.

An extremely large rose with immense petals; it is a good yellow with the color deepening toward the center; cooler weather brings a deeper tone to the entire flower.

On *Odorata*

\$35.00 per 100    \$350.00 per 1000



*The Columbia Family now includes Briarcliff, Lucinda, New and Silver Columbia and Rose Hill, and the greatest of these is ROSE HILL!*

# STANDARD VARIETIES

Here's FAREWELL to Old COLUMBIA!

It has done gallantly in the years that are past. Every florist in the country has profited by its coming.

## *Rose Hill*

Will perpetuate its memory and bring even greater pleasure and prosperity to the American trade than did its wonderful parent. Please see page 4.

## *Briarcliff*

A sport from Columbia, introduced in 1926; a splendid improvement.

Too well known to need description; the best in its class till ROSE HILL arrived.

## *Commonwealth*

The very best commercial summer rose, also good throughout the year; blooms of large size on strong stems, freely produced.

## *“Double” White Killarney*

Still the best forcing white; was named “Double White” by the introducer as the sport showed more petals than the original; our best white till a better arrives.

## *Francis Scott Key*

Type of *American Beauty* in its heavy growth and in the fine, rounded build of the flower which is a deep, reddish crimson; a queenly variety.

## *John C. Mensing*

A most promising rose from the Netherlands; color very clear-cut; a splendid grower of fine bushy habit, assuring freedom of bloom; fragrant, color bright pink shaded with gold. Large petals, averaging more than 30 to the bloom; produces high grade flowers quite into warm weather.

## *Lucinda*

HEACOCK'S SPORT OF COLUMBIA

This offering of 1927 has proved a favorite with many growers who have tried it out this past year. It has a bright, even, pink color, and a rounded form in the bud, different from the form of the parent.

## Matchless

*Sport from Premier;* absolutely distinct; a deep rosy cerise color, deepening to pure red in cool weather; has every necessary good quality; the year's test has shown its place at the top among forceers, and it is fully as large or larger than Premier, on long stems.

It led all our mid-winter cut of blooms, in AVERAGE RETURNS, except *Pernet!*

## Mrs. F. R. Pierson

Another sport of Premier! An intense crimson scarlet; in nearly all other points it is very much like the parent. Fine reports on its behavior, and its beauty, are coming in from many parts of the country; it is a glorious color.

## Mme. Butterfly

There is nothing more beautiful in the entire forcing family; daintiness combined with fragrance, and colors unapproached give it a place all its own.



*Rapture*

## Premier

The "King Pin" of the forcing class; grown in largest quantity; of largest size; and makes the quickest "come back," these are the reasons for its great popularity with the trade. A perpetual prize winner.

## Rapture

A second generation sport of Ophelia through Butterfly.

One of the big sales-houses in New York City finds that this very striking sport out-sells every other "fancy" rose in the store—it is intensely brilliant in its vivid coloring of bright *apricot, coral, rose and gold*; it has more petals than its parent, and produces more blooms per plant than *Butterfly*.



*Souvenir Claudius Pernet*

## ***Souv. Claudius Pernet***

“Pernet” the golden, has no competitor in its class of yellow roses: since growers are learning its requirements it is being produced in large quantity, and the public buys it eagerly not only for its beauty but for its marvelous keeping qualities. The foliage is very handsome.

## ***Sensation***

*Another Big Rose*

As large as Premier. Well supplied with heavy luxuriant foliage. Blooms freely. The color, rich shade of red.

## ***Templar***

A lovely, bright red, with good foliage; fine producer; can be shipped “tight,” and opens up in perfect shape. A clear, responsive grower; good stems, and handsome habit. A rose that any one can grow well.

*Die when I may, I want it said of me by those who know me best, that  
I always plucked a thistle and planted a flower where I thought  
a flower would grow.—Abraham Lincoln.*

# INDEX AND PRICE LIST OF ROSES

## for 1928

No Charge for Packing

WRITE FOR QUANTITY PRICES

OUR TWO NOVELTIES FOR THE YEAR	OWN ROOT		GRAFTS		
	per 100	per 1000		per 100	per 1000
Rose Hill .....	\$30.00	\$250.00		\$35.00	\$300.00
Gaiety .....			on Odorata	35.00	350.00
TWO NOVELTIES OF 1927					
Wm. Kordes .....				30.00	300.00
Fontanelle .....			on Odorata	35.00	350.00
STANDARD SORTS					
Briariff .....	12.50	125.00		24.00	240.00
Commonwealth .....				24.00	240.00
Dbl. White Killarney .....				24.00	240.00
Francis Scott Key .....				24.00	240.00
J. C. Mensing .....				24.00	240.00
Lucinda .....				24.00	240.00
Matchless .....	15.00	150.00		24.00	240.00
Mme. Butterfly .....				24.00	240.00
Mrs. F. F. Pierson .....				24.00	240.00
Premier .....	12.50	125.00		24.00	240.00
Rapture .....	15.00	150.00		24.00	240.00
Souv. Claudius Pernet .....	(on Odorata only)			35.00	350.00
Sensation .....	12.50	125.00		24.00	240.00
Templar .....				24.00	240.00

*Anyone can cut prices but it takes brains to make a better article.—Philip D. Armour.*



*House of Spectrum—Fred H. Lemon Co.*

SEASON of 1927-1928

# CARNATIONS

Strong, Clean, Rooted Cuttings, First Quality

*The Kinds that Keep when Cut!*

We handle only strong, free-growing varieties. All the weak sorts have been dropped, especially those of thin texture which have brought the carnation into disrepute.

Carnations of good keeping quality are always appreciated by flower buyers.

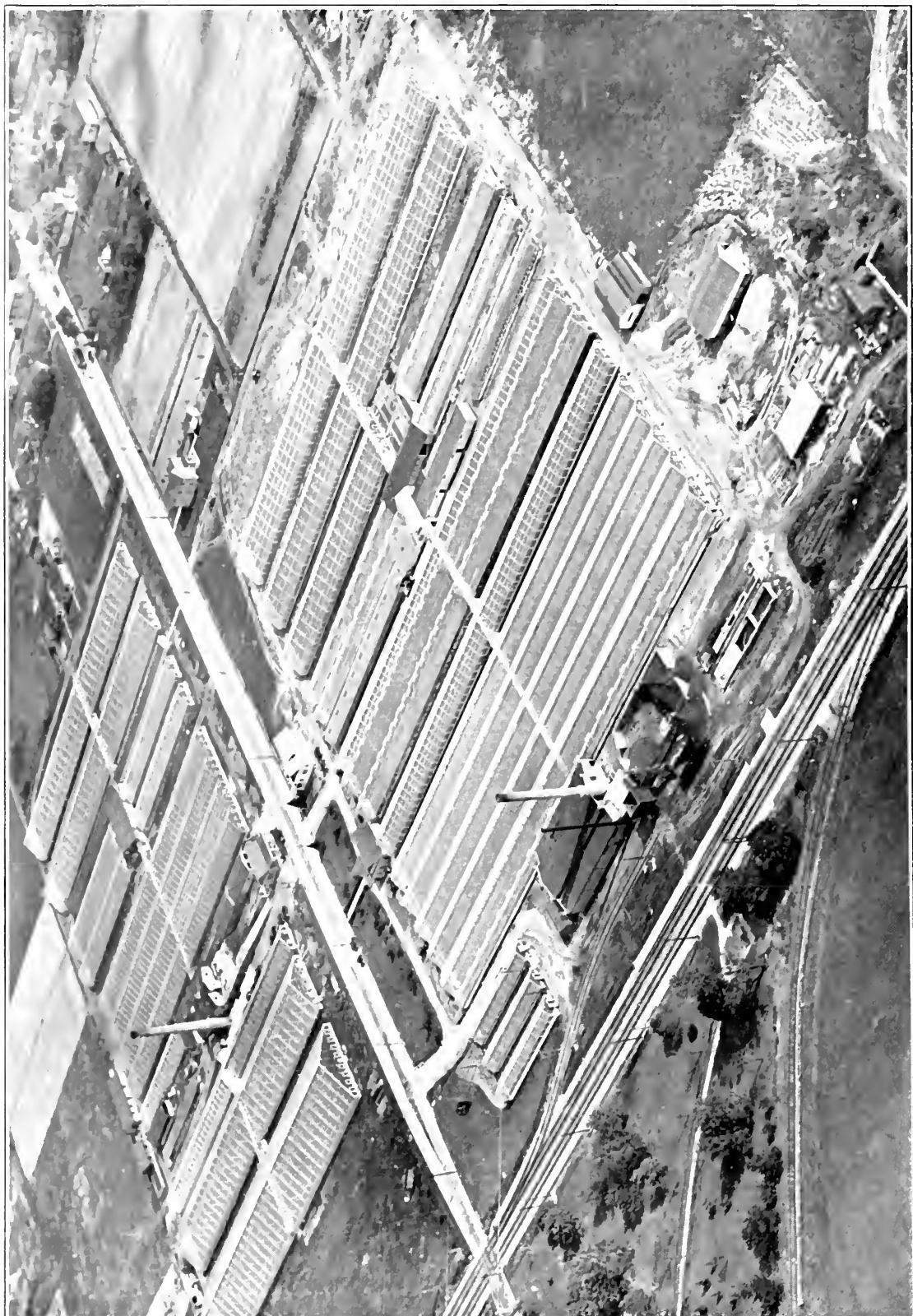
They are a jolly good holding for the grower who plants varieties that bloom early while prices are good and before the warm weather gluts come on.

GET the right VARIETIES; GIVE them the right CULTURE.

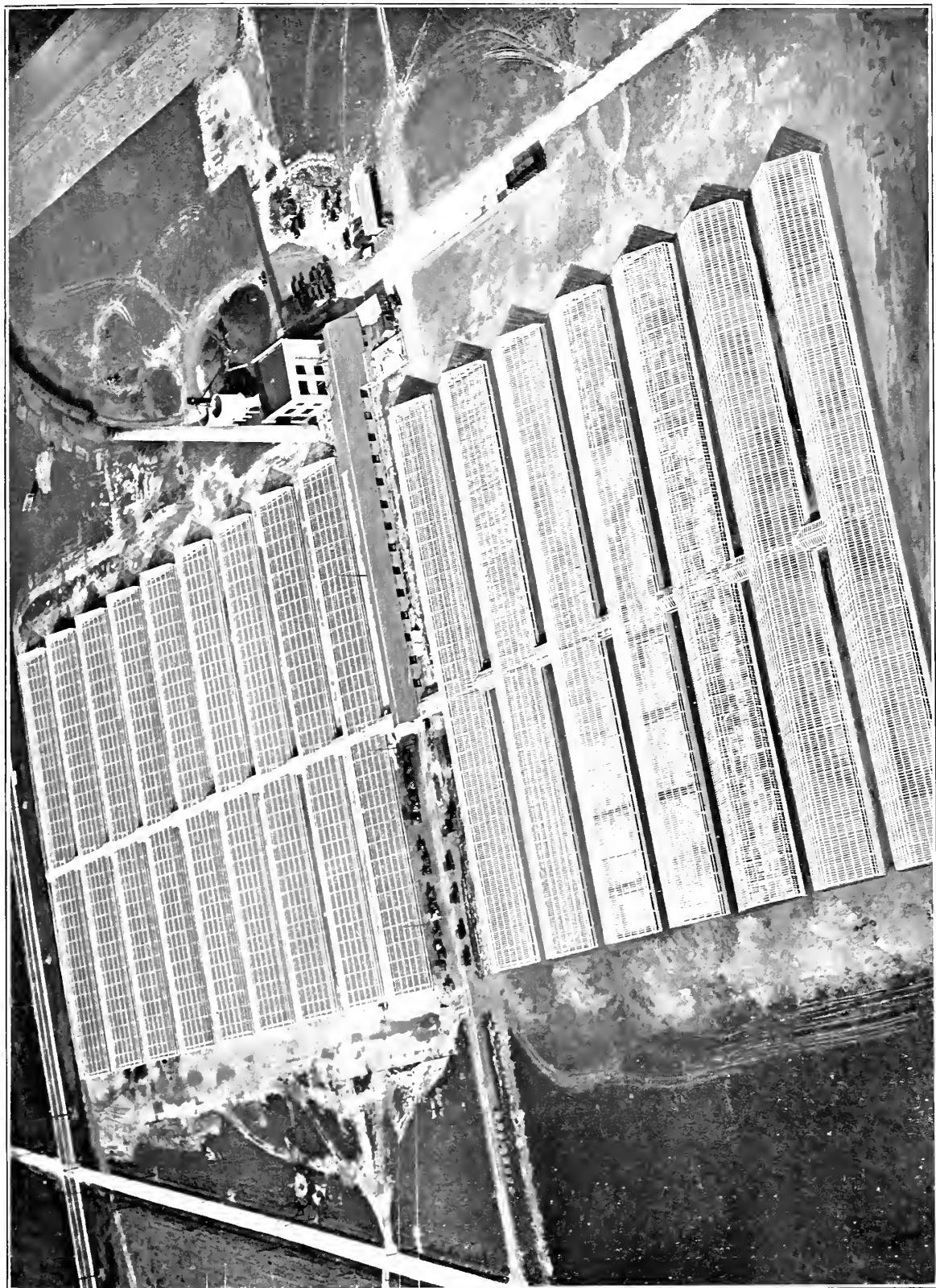
## PRICES

	Per 100	Per 1000		Per 100	Per 1000
Laddie .....	\$12.00	\$100.00	Betty Lou .....	\$6.00	\$50.00
Radiolite .....	12.00	100.00	White Matchless	6.00	50.00
Arctic .....	8.00	75.00	Pink Matchless .	6.00	50.00
Spectrum .....	6.00	50.00	Winsome .....	6.00	50.00

(See page 14 for descriptions)



*Aeroplane view of The H. G. Hill Co. and East Range Jos. H. Hill Co.*



*Aeroplane View West Range Jos. H. Hill Co.*

## *Laddie*

In a class by itself; too well known to need description; the "Carnation King" in size, substance and stem.

## *Radiolite*

BAUR & STEINKAMP, 1927.

The winner of the DORNER MEMORIAL MEDAL, January, 1926, and of five other scores of over 90 points in 5 other Club entries and with other Associations; it surely is a WINNER!

Early and free; a fine shipper and an excellent keeper; the color is a perfect scarlet, flowers large on stiff stems. A welcome newcomer; a ready rooter, and prompt in re-cropping.

## *Arctic* (WM. SIMS)

*New White Variety of 1926*

Has a large flower, on a stiff stem, and the originator recommends it as being very free and of easy cultivation, and Mr. Sim's word "goes."

It has few, if any faults; we can recommend it heartily.

## *Spectrum*

A brilliant, rich scarlet, deep in tone, a color that is a necessity. It is a good grower with strong calyx; a novelty of decided promise; free in bloom of high grade.

A house of this variety, in bud and bloom, shows "profit" in every square foot; comes into crop of perfect blooms early, and with short time between crops.

## *Betty Lou*

Has the brilliant pink color of *Mrs. Ward*, with longer stem, better habit, large full flowers, and is a fine keeper.

Awarded the gold medal at the National Show at Cleveland.

It carries through on long shipments in perfect condition, on account of its heavy texture. Very popular; the store-men like it immensely.

## *White Matchless*

Still the best "STANDARD" white with a great many good growers.

## *Pink Matchless*

Beautiful pink sport from *White Matchless* and a duplicate of the parent in character of growth and in productiveness.

Has not lost in popularity as a fine every day variety.

## *Winsome*

Large blooms on long stems; a pleasing medium shade of pink. Shows up best in cold weather.

N. B.—We have had innumerable compliments on our carnation department—as to varieties, growth and robust health.



*Pride of Richmond*

# CHRYSANTHEMUMS!

**They Sweep the Decks in Autumn!**

We have added to our list of EXHIBITION Varieties new sorts of great merit, and discarded several that have been superseded by finer novelties.

For the use of the general grower we are still making the popular offer on these BEAUTIFUL GIANT SORTS, many of them very recent novelties,

**10 EACH of 10 EXHIBITION SORTS (Our Selection)  
for 10 DOLLARS**

**ALL WINNERS in the AUTUMN SHOWS.**

In describing our 'Mums in the following pages "EXHIBITION sorts" are plainly indicated.

*In times of depression prepare for success. In times of success prepare for more!*

# NEW VARIETIES

Probably the most spectacular group ever introduced.

## Wonderful "POCKETTS" (Australian), English, and American

---

### *Pride of Richmond* (E. G. HILL CO.)

(Our own Novelty of this year)

A pure bright pink of broad incurving form; a grand commercial, and also a fine Exhibition variety. The color has no touch of violet, and is the tone so much desired. The stem is stiff and holds the flower erect; the foliage is ornamental, stiff, glossy, and beautifully arranged. A very large, well filled flower, apparently without a fault. Scored 90 at Peoria. Bud, Sept. 30; blooms NOV. 10.

50c each; \$50.00 per 100.

### *Thos. W. Pockett* (POCKETT)

The name *Pockett* after an introduction assures the trade of a top-notch novelty; furthermore, this variety is thought worthy of bearing the originator's name. A lovely clear pink with the tips incurved; the growth and foliage and stem are such as found in all the *Pockett* varieties. A sure winner among Exhibition sorts; of enormous size. Bud, last of August. Blooms Nov. 5.

75c each; \$9.00 per doz.

### *Mrs. Jules Leeds*

Gorgeous in color; blood red, a wonderful novelty, that every grower will want; petals, immense; this is surely "*something different*" and startlingly beautiful.

75c each; \$9.00 per doz.

### *Miss Rita Mitchell*

Salmon bronze with fawn reverse. Enormous in size; unique for Exhibition. Scored 92 points.

25c each; \$25.00 per 100

### *Gen. Pershing*

Deep rich *American-Beauty* red; splendid stem and foliage; a valuable early, of large size. Aug. 20 or later; Nov. 5.

\$10.00 per 100

# COMMERCIALS

Again this year we are revising our list of

## MOST PROFITABLE AND MOST POPULAR COMMERCIALS

A true commercial to "get in" on this list must be

1. *Beautiful in form, color and foliage.*
2. A kindly grower.
3. A good shipper.
4. A fine keeper.

We recommend from

### EARLY TO LATE



*Snow White*

#### Yellow

CHRYSOLORA  
SUN GLOW  
GOLDEN GLORY  
CELEBRATION  
ADRIAN'S PRIDE  
MRS. NELLIE ROSS  
GLADYS PEARSON  
GOLDEN CHADWICK

#### White

SNOW WHITE  
WHITE CHIEFTAIN  
QUAKER MAID  
FAVORITE  
T. EATON  
CHADWICK IMPR.  
MONUMENT

#### Pink

SMITH'S ENCHANTRESS  
ANGELO  
CHIEFTAIN IMPROVED  
ROSE DELIGHT  
ROSE PERFECTION  
EDW. SEIDEWITZ  
THANKSGIVING PINK

#### Other Colors

MUSKOKA  
HARVARD

TEKONSHA  
W. H. WAITE

BERTA  
PRIVATE MERLE HAY

 Don't forget that there is an increasing demand for high colors in bronzes and reds to tone up collections.

 The Grower who caters to a high class retail trade can select many varieties that are strikingly beautiful and different from the strictly commercial sorts; the "Regular Customer" wants SOMETHING NEW.

*Honesty is one rule of business that need never change to keep up with the times.*

# STANDARD SORTS

For a complete list of varieties with prices, see page 23

	Take Bud	Blooming Date		Take Bud	Blooming Date
<b>ADRIAN'S PRIDE</b>			<b>ENCHANTRESS</b> —see <i>Smith's Enchantress</i> .		
Golden yellow, large and compact. Avoid the crown, also the terminal for best results . . . . .			<b>FAVORITE</b>		
<b>ANGELO</b>	Late Nov.		Glistening snow-white; beautifully rounded; comes in a trifle before T. Eaton finishes; good stem, nice foliage and an easy doer. . . . .	Sept. 5	Nov. 15
Intermediate between the large type and pompons. Beautiful pink, as round as a ball when disbudded. Fine pot plant. . . . .	Oct. 20		<b>GOLD LODE</b>		
<b>BERTA</b>			Novelty of 1927. "A seedling of <i>Comoleta</i> , twice as large, ten days earlier. Golden yellow, good stem, nice foliage." A valuable early commercial . . . . .	Aug. 25	Early Oct.
Brilliant crimson and gold, incurving of medium height. Easy doer, with really ornamental foliage. Earliest of this showy color. . . . .	Oct. 10		<b>GENL. ALLENBY</b> (Exhibition)		
<b>BRONZE TURNER</b> (Exhibition)			Golden yellow with long reflexing petals, very fine. Height 5 feet . . . . .	Bud	Nov. 5
This gives us the <i>fourth Turner</i> , valuable for the exhibitor because it is one more "Prize-taking Turner," buff-bronze. . . . Aug. 25	Nov. 5		<b>GOLDEN GLORY</b>		
<b>BOB PULLING</b> (Exhibition)			A perfect commercial in every point, 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer. . . . .	Sept. 5	Nov. 1
Of wonderful size, petals an inch in width, and 10 inches long. Clear shade of yellow. . . . Aug. 1	Nov. 1		<b>GOLDEN CHADWICK</b>		
<b>CELEBRATION</b>			Fine late commercial yellow. A splendid sort. Still unsurpassed as a late yellow. . . . .	Sept. 5	Nov. 20
Sport of <i>Yellow</i> Eaton with the same wonderful texture, stem and perfect foliage; glistening yellow . . . . .	Sept. 10	Nov. 20	<b>GLORIOUS</b>		
<b>CHADWICK IMPROVED</b>			Large blooms of a pleasing pink color, one of the best for its date. . . . .	Terminal Oct. 30	Bud
Pure snow-white, nothing finer for its date. Grand old sort. . . . Sept. 20	Nov. 20		<b>GLADYS PEARSON</b>		
<b>CHIEFTAIN</b>			One of the very finest commercials of its date; a brilliant combination of buff, apricot and orange. Splendid grower, with handsome foliage. Beautiful incurved form. . . . .	Sept. 30	Nov. 20
There is no finer commercial pink. Round and smooth in finish as a pearl; ours is a selected strain of deeper tone of pink. . . . Aug. 30	Oct. 25		<b>H. E. CONVERSE</b>		
<b>CHYSOLORA</b>			One of the very good red and gold varieties, with large incurving flower. . . . .	Sept. 5	Late
Extra fine commercial yellow for its date. Extra good keeper and traveler . . . . .	Oct. 15		<b>HARVARD</b>		
<b>CORPORAL PIPER</b> (Exhibition)			Dark scarlet crimson. Fine for Thanksgiving. A valuable commercial red. Indispensable for its date. . . . .	Sept. 30	Nov. 20
Immense yellow of type of Odessa, but larger and /After brighter; very stiff stem . . . . (Aug. 20)	Nov. 4		<b>HONEYDEW</b> (Exhibition)		
<b>EARL KITCHENER</b> (Exhibition)			Canary yellow of shining satin-like finish, large, round, and smooth; 3½ feet, good stem and handsome foliage. . . . .	Aug. 20	Oct. 25
Enormous. Stem, foliage and flower tremendous. Bright amaranth with silver shadings. . . . Aug. 20	Nov. 1		<b>J. W. PRINCE</b> (See Chieftain)		
<b>EDWIN SEIDEWITZ</b>					
A beautiful, very late bright pink, of large size and rounded form. One of the finest in this color; intense and shining. . . . Sept. 5	Nov. 30				

	Take Bud	Blooming Date		Take Bud	Blooming Date
JAS. FRASER (Exhibition)			MISS RUTH TWOMBLY (Exhibition)		
A grand golden yellow; indispensable as a show flower. Deeply reflexing, long petals. ....	Aug. 20	Nov. 5	A beautiful spreading form of reflexed petals showing the color to the best advantage, which is) After a bronzy yellow. ....	Aug. 15	Nov. 5
JOSEPHINE LAWLER			MONARCH (Exhibition)		
Excellent commercial pink, with good stem and nice foliage. A new variety that will prove popular. Color, very good, a) Any tone always in demand. ....	{ bud	Nov. 5	A snow-white, incurved variety, of the very largest size, of fine, lasting texture and nicely rounded form, very easy to handle. ....	Sept. 5	Nov. 5
LOUISA POCKETT (Exhibition)			MUSKOKA		
Very pure white. Enormous in size. One of the very largest. A sure winner; "a Pockett"! ....	Aug. 30	Nov. 5	Golden bronze and mahogany —6 to 10 flowers to a plant. Large and full for its type; great keeper; grown to single stem it is fine. Stems long and very stiff. A unique variety....	Sept. 1	Early
MAJESTIC (Exhibition)			NADINE (Exhibition)		
Enormous rounded bloom of the most perfect form, a shining golden orange, shading to rosy bronze. Easy grower. Also a good commercial. One of the finest. ....	Aug. 15	Nov. 1	An exceptionally large golden bronze variety; an easy) Aug. 1 doer ....	{ or Later	Nov. 5
MRS. ALICE H. BURKE (Exhibition)			NAG-IR-ROC (Exhibition)		
Of enormous size. <i>Daybreak</i> pink, shaded cream, of big, globular form. Stem very stiff. An easy doer. Scored 95. ....	Aug. 20	Nov. 5	Deepest orange and bronzy yellow; 36 inches in circumference; every petal reflexing and) After curling ....	Aug. 15	Nov. 1
MRS. CHAS. H. CURTIS (Exhibition)			NERISSA (Exhibition)		
Creamy white ground, petals edged with bright rose, reflexing to display color arrange-) Aug. 20	Mid- ment at its best. ....	{ or Later Season	Rosy lavender, grand in size and beautifully incurved, big and globular. ....	Sept. 5	Nov. 5
MRS. E. KERSHAW (Exhibition)			NIAGARA (Exhibition)		
Nothing finer in its color, a golden bronze with bright lining to the petals, which are of great breadth, the very perfection in form and color of a stunning, showy, big mum. 4½ ft. ....	Aug. 25	Nov. 1	Immense, snow-white, good foliage, stiff stem, with very long petals; of rounded massive) Aug. 15 form ....	{ to 20	Nov. 5
MRS. J. LESLIE DAVIS (Pink Turner)			NEW JERSEY (Exhibition)		
A big mum, indispensable for exhibition in the Turner Family. Aug. 30		Nov. 5	Very dainty in finish, outer petals slightly reflexing, and dimpled at the tips; Color a soft clear pink. ....	Aug. 20	Nov. 5
MRS. NELLIE T. ROSS			ODESSA (Exhibition)		
Like Bonnaffon, but later; grandly rounded and full; very perfect in form; color, clear yellow. A wonderful keeper; one of the very best and has no superior for its date; quite out of) Early the ordinary. ....	{ Oct.	Late Nov.	Enormous yellow, very bright, grand in form ....	Sept. 5	Nov. 5
MRS. WOODROW WILSON			PHILIP RICCI (Exhibition)		
A magnificent, large snow-white variety, wonderful for its date. ....	Aug. 15	Oct. 15	An improved <i>Chas. H. Totty</i> , the beautiful chestnut bronze; petals long and graceful, with perfect stem and foliage. Gor-) Aug. 15 geous color. Very distinctive) for Later	Nov. 5	
MISS MILLICENT ROGERS (Sport of <i>Nag-ir-roc</i> )			PINK TURNER (See <i>Mrs. Leslie Davis</i> )		
Bronzy-pink with golden shadings; color of <i>Mme. Butterfly</i> rose, curling, reflexing petals... Aug. 20		Oct. 20	PRIVATE J. GRESHAM (Exhibition)		
			Terra-cotta red with golden reverse. Enormous reflexing flower. Strong free grower; splendid from any bud. Height) Any 4 ft. ....	{ Bud	Nov. 5
			PRIVATE MERLE HAY		
			A warm, bronzy-red; nice clean foliage quite up to the		

	Take Bud	Blooming Date		Take Bud	Blooming Date
flower. Scored 94 as a commercial from an early bud. Height after 5 ft. ....	After Aug. 10	Nov. 5	give to the cut 'mums of late November where 90 per cent runs to yellow and white) ...	Sept. 10	Late Nov.
QUAKER MAID			THANKSGIVING PINK		
A novelty of 1927. A large glistening white variety, of extra value as it is ready to cut first week in October; straight stem and good foliage. ....	Aug. 20	Oct. 7	Fine for the Thanksgiving trade, a welcome color among the heavy percentage of white and yellows. Do not bench before June 15, and take terminal bud.		
RICHMOND			TIMOTHY EATON		
A fine type of commercial; silk-like finish. Bright golden yellow. A very easy doer. ....	Aug. 25	Early Nov.	Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving; absolutely white ....	Sept. 10	Nov. 10
ROSANDA (Exhibition)			TOWANTIC		
Color, old rose; outer petals reflexing, center incurving; a fine large sort, of very easiest culture ....	Sept. 10	Nov. 4	Fine incurving white; good stem and foliage. Plant about June 25. ....	Sept. 15	Nov. 20
ROSE DELIGHT			VERMONT (Exhibition)		
Deep rose pink on opening, changing to a beautiful lighter tone as it matures. A very imposing, globular incurved. Unsurpassed in its type and color; always scarce ....	and later	Oct. 20	Of enormous size; a magnificent pink of lovely bright shade; the rounded finely finished bloom makes it one of the most imposing varieties ever introduced. ....	Aug. 1	Early Nov.
ROSE PERFECTION			W. A. BILNEY (Exhibition)		
A brighter seedling from <i>Chieftain</i> , holding its color for a very long time. Easy to propagate ....	Sept. 10	Nov. 5	Deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone. Very popular ....	Aug. 20	Nov. 1
SNOW-WHITE			W. H. WAITE		
A fine, very early white commercial. Form, foliage, stem, color make it a very valuable second early; easy to do; a splendid grower, a good propagator; the round incurved form makes it a perfect shipper. Very unusual in effect, like unpolished marble. ....	(Bud	Oct. 20	A magnificent scarlet and gold; one of the most brilliant; 1 feet from early cuttings....	Aug. 25	Nov. 5 and Later
SMITH'S ENCHANTRESS			WHITHER		
Novelty of 1925.			Similar to Richmond in Bloom — a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow about close planting ....	Sept. 10	Nov. 10
Earliest of all the large pinks and the finest in the first early section. Color, an even shade of bright rose ....	Early September	Oct. 10	WHITE CHIEFTAIN		
SUN GLOW			White sport of Chieftain; the smoothest, roundest of them all.	Sept. 10	Oct. 25
A brilliant yellow of <i>Bonnaffon</i> type but larger; very smooth incurved. Absolutely unsurpassed as a commercial, and one of the handsomest. Badly needed for this date ....	Aug. 15	Oct. 20	WM. TURNER (Exhibition)		
TEKONSHA			Stands at the very head of the whole white section ....	Aug. 30	Nov. 5
Grand large flowering bronze for Thanksgiving — long stiff stems, and foliage fine. Easy to do. (This variety and <i>Waite</i> are indispensable for the color they			BRONZE TURNER		
			See description p. 18		
			PINK TURNER		
			(See <i>Mrs. Leslie Davis</i> which is the correct name)		
			YELLOW TURNER (Exhibition)		
			The yellow sport from <i>Turner</i> ; a necessity for collections and for variety; grand yellow ....	Aug. 30	Nov. 5
			YELLOW POCKETT (Exhibition)		
			A duplicate of <i>Louisa Pockell</i> in everything but color, a magnificent yellow. Simply wonderful ....	Aug. 30	Nov. 5

# POMPONS

More popular than ever; used in larger quantity than at any time in the past.

The novelties of very recent years must take credit for this condition, which is general both with the trade and with the buying public.

Our list comprises the very cream of existing sorts; All of them "bunch" well, producing good returns to the square foot.

The following seven varieties are the best of the "first earlies," Oct 10 to 15th.

## WHITE WINGS

MRS. HARRISON (Daybreak)

LEILAH—Pink.

IDA—Golden.

CLARA JAMESON—Bronze.

UVALDA—White.

COQUETTE—(a later Leilah).

*BRONZE COLORS* are extremely popular. The best are:

CLARA JAMESON—Oct. 10.

HILDA CANNING—2nd early.

BRONZE QUEEN—Oct. 25.

NEW YORK—Later.



*Dazzler*

## GENERAL LIST

### NOTHING MORE FETCHING IN THE FLORAL KINGDOM

BRONZE QUEEN—Much the same color as *Hilda Canning*; blooms Oct. 25.

CAPT. COOK—Color a lovely shade of rose-pink, free from lavender tones. 2nd early.

CHRISTMAS GOLD—"Baby 'Mum"—Golden yellow.

CLARA JAMESON—Grand color, bronze and scarlet. Oct. 10.

CHICAGO PEARL—One of the finest whites. Also the latest white.

COQUETTE—A new pink that follows *Leilah*.

FLORA—Best crimson-scarlet. Midseason.

FRANK WILCOX—Best Thanksgiving bronze.

HILDA CANNING—Brilliant bronze. Elegant. 2nd early.

IDA—Best commercial yellow of its date—Oct. 15.

LILLIAN DOTY—Fine pink; one of the best to disbud.

LEILAH—Oct. 15—Rose pink; very profitable in very heavy demand; great producer.

MARIANA—Should be disbudded. Snow-white; a perfect beauty. In a class by itself. Midseason.

MRS. HARRISON—Light Daybreak pink; Oct. 15. very profitable.

MRS. NELLIE KLERIS—An improved *L. Doty*, 2nd early.

NEW YORK—Handsome golden bronze. Extra good. Midseason.

PINK DOT—Blush white; deep pink center. Oct. 25.

ROSE CHARM—Nov. 1. Ought to be grown in quantity and disbudded; lovely in form and color and stiff stemmed; in heavy demand. EXTRA!

UVALDA—Extra fine, very early white; comes in with *White Wings*; totally different.

VARSITY—A bigger "Baby." Deep gold; a Xmas bloomer.

WHITE DOTY—A good disbudded white. Midseason.

WHITE WINGS—Blooms Oct. 10.—Pure white; produces a marvelous quantity of choice bloom.

YELLOW DOTY—for disbudding; almost of the old Chinese type; a fine addition to the group.

## FOUR COMMERCIAL SINGLES

DAZZLER—Scarlet with gold cushion.  
Early midseason.

MRS. BUCKINGHAM—The queen of single pinks. Soft rose color. Very early.

BRONZE BUCKINGHAM—Sport from Mrs. Buckingham. Brilliant bronze. Very early.

MRS. E. D. GODFREY—Light pink; fine for Thanksgiving.

## FOUR COMMERCIAL ANEMONES

MRS. A. G. WILSON—Novelty of 1927—  
A pure white, very free in growth and bloom, requires very little disbudding; splendid texture, not brittle; of medium height; very dainty like a "lace flower." Nov. 5th.

SUNSHINE—Deep yellow; firm and fresh for Thanksgiving.

BLANCHE—Very large, pure white; early. Fine grown to single stem.

THE CHIEF—A pretty yellow anemone.

## GOOD POT PLANTS

### *The Caprice Family*

*Kathleen Thompson*—Crimson.  
*Lilac Caprice*—Deep Violet.  
*Butler's Caprice*—Deep Pink.

*Purple Caprice*—Royal Purple.  
*Yellow Caprice*—Golden Yellow.  
*Angelo*—Pink.

### *Source d' Or or Lizzie Adcock*

A unique variety—"Golden Feather", Tawny Bronze.

## STEVIAS

This useful and beautiful "Florists' flower" can be had in bloom from the Thanksgiving crop, on through mid-winter; added to roses or carnations in arrangements or in "putting up" in a fancy box, it adds 100% to the effect.

Single variety, \$25.00 per 1000. Double Stevia, \$25.00 per 1000.  
For strong rooted cuttings.

## CALLAS

### *Devoniensis* (GODFREY'S)

This grand variety is the only one worth growing indoors; clean, and dainty in form and size; very pure in color; very profitable.

Price per quart of bulblets \$2.00.

# INDEX AND PRICE LIST OF 'MUMS

## ROOTED CUTTINGS FOR 1928

	Per 100	Per 1000		Per 100	Per 1000
Angelo .....	\$ 4.00	\$35.00	Mrs. Chas. Curtis .....	10.00	.....
Adrian's Pride .....	4.00	35.00	Mrs. E. Kershaw .....	10.00	.....
Berta .....	8.00	.....	Mrs. E. D. Godfrey .....	4.00	35.00
Bob Pulling .....	10.00	.....	Mrs. Frank Beau (Frank Wilcox) .....	3.00	30.00
Butler's Cap .....	6.00	.....	Mrs. H. Harrison .....	4.00	35.00
Blanche .....	10.00	.....	Mrs. Jules Leeds \$7.50 per 10..	75.00	.....
Bronze Queen .....	6.00	.....	Mrs. Leslie Davis .....	6.00	55.00
Bronze Turner .....	10.00	.....	Mrs. Nellie Kleris .....	3.50	30.00
Bronze Buckingham .....	6.00	50.00	Mrs. Nellie Ross .....	4.00	35.00
Chicago Pearl .....	5.00	45.00	Mrs. Wm. Buckingham .....	3.50	30.00
Chadwick Improved .....	6.00	50.00	Mrs. Woodrow Wilson .....	10.00	.....
Celebration .....	4.00	35.00	Monarch .....	10.00	.....
Chieftain—Improved .....	3.50	30.00	Muskoka .....	4.00	35.00
Chrysolora .....	3.50	30.00	Monument .....	5.00	45.00
Capt. Cook .....	4.00	35.00	Nadine .....	10.00	.....
Clara Jameson .....	4.00	35.00	Nag-ir-roc .....	8.00	.....
Corp. Piper .....	10.00	.....	Nerissa .....	10.00	.....
Christmas Gold .....	4.00	35.00	New Jersey .....	10.00	.....
Coquette .....	4.00	35.00	New York .....	5.00	40.00
Dazzler .....	6.00	50.00	Niagara .....	10.00	.....
Earl Kitchener .....	10.00	.....	November Gold .....	4.00	40.00
Enchantress (Smith's) .....	4.00	35.00	Odessa .....	6.00	55.00
Edwin Seidewitz .....	4.00	35.00	Philip Ricci .....	10.00	.....
Favorite .....	4.00	40.00	Pink Turner .....	6.00	55.00
Frank Wilcox .....	3.50	30.00	Private Gresham .....	10.00	.....
Flora .....	4.00	40.00	Private Merle Hay .....	10.00	.....
Gen. Pershing .....	10.00	.....	Purple Cap .....	6.00	.....
Gladys Pearson .....	4.00	35.00	Pride of Richmond \$5.00 per 10 ..	50.00	.....
Gen. Allenby .....	10.00	.....	Quaker Maid .....	10.00	.....
Gold Lode .....	10.00	.....	Rose Perfection .....	4.00	35.00
Golden Marvel .....	10.00	.....	Rose Delight .....	7.00	.....
Golden Chadwick .....	6.00	50.00	Rosanda .....	5.00	.....
Golden Feather .....	3.50	30.00	Richmond .....	4.00	35.00
Golden Glory .....	4.00	35.00	Rose Charm .....	6.00	50.00
Glorious .....	4.00	35.00	Snow White .....	3.50	30.00
Honeydew .....	10.00	.....	Source d' Or .....	4.00	35.00
Harvard .....	3.50	30.00	Sun Glow .....	4.00	35.00
Hilda Canning .....	4.00	35.00	Smith's Enchantress .....	4.00	35.00
H. E. Converse .....	10.00	.....	Towantic .....	4.00	35.00
Ida .....	4.00	40.00	Thos. W. Pockett \$7.50 per 10..	75.00	.....
J. W. Princee (See Chieftain) .....	4.00	35.00	The Chief .....	4.00	.....
Jas. Fraser .....	10.00	.....	Tekonsha .....	10.00	.....
Josephine Lawler .....	25.00	.....	Timothy Eaton .....	4.00	35.00
Kathleen Thompson .....	6.00	.....	Thanksgiving Pink .....	4.00	35.00
Lilac Caprice .....	6.00	.....	Uvalda .....	4.00	35.00
Lilian Doty .....	3.50	30.00	Varsity .....	4.00	35.00
Lady Hopetown .....	10.00	.....	Vermont .....	10.00	.....
Louisa Pockett .....	10.00	.....	White Doty .....	3.50	30.00
Leilah .....	4.00	35.00	White Chieftain .....	4.00	35.00
Lizzie Adcock .....	4.00	35.00	White Wings .....	4.00	35.00
Majestic .....	8.00	75.00	Wm. Turner .....	6.00	55.00
Miss Millicent Rogers .....	10.00	.....	Whittier .....	5.00	40.00
Mariana .....	4.00	35.00	W. H. Waite .....	10.00	.....
Miss Ruth Twombly .....	10.00	.....	W. A. Bilney .....	10.00	.....
Miss Rita Mitchell .....	25.00	.....	Yellow Caprice .....	6.00	.....
Mrs. Alfred Wilson .....	5.00	.....	Yellow Turner .....	6.00	55.00
Mrs. Alice Burke .....	10.00	.....	Yellow Pockett .....	10.00	.....
			Yellow Doty .....	5.00	40.00

# TERMS OF SALE

Our *prices* are as low as high-grade stock can be grown for.

No firm in our line is supplying stock equal to ours for less money.  
We make no charge for packing.

When credit is established, our terms are 30 days net, from date of invoice; subject to sight draft in 60 days.

We pack in boxes as light as is consistent with safety; and in a manner that prevents shifting in transit; (1000 grafts weigh 400 lbs. up to 450).

**IMPORTANT**—Any claims for damage in transit must be made promptly to Express Agent at destination, so that he can examine shipment and verify claim.

In filling your orders we shall do our very best to make every shipment satisfactory to you, and in any case where we fail to do this, please report to us at once.

## Reference

Orders from unknown correspondents must be accompanied by cash or satisfactory reference; let us have your reference on file, it will save you time when you order. The finest introduction that a new customer can present is a good credit rating for our file.



## Suggestions About Parcel Post

The Government offers for 25 cents per package above the regular postage, to put such package in the class with letters (First Class Mail) thus insuring "careful handling and quick delivery." We strongly advise it on long distance shipments.

In prepaid orders, please keep this in mind when including postage; any amount overpaid will be promptly returned.

## To the Receiving Clerk

What more can we do to give you satisfactory shipments? We don't claim to know everything about packing and we always appreciate ways of doing it better.



We Offer You  
**ROSES**  
That Have Been  
Built *Up* to a  
STANDARD  
—Not *Down*  
to a  
PRICE!

**HILL**  
Floral Products Co.

Richmond, Indiana  
U. S. A.